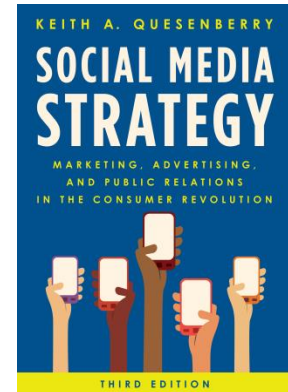


SOCIAL MEDIA OPTIONS BY CATEGORY



Selecting channels for a social media plan can be overwhelming. To simplify, this chart lists top platforms by eight categories. Yet multichannel social media strategies should go beyond **monthly active users**. Also look at engagement with **daily usage** and **time spent per session**. Break down use by **target audience demographics** such as age and **psychographics** such as interests. Consider **business industry**, **B2C/B2B**, and **local/national**. Determine **marketing objectives** like awareness, sales, etc.

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Social Networks/Messaging	Blogs and Forums	Microblogs	Media Sharing/Live Video	Geosocial	Ratings and Reviews	Social Bookmarking	Social Knowledge/Podcasts
Sites/apps that connect people sharing personal or professional interests through profiles, groups, posts/updates.	Blogs publish posts, multimedia and hyperlinks with commenting. Forums are online discussion sites.	A form of traditional blogging where the posts have been limited in size, length or type of content.	This category is for social media channels developed mainly to share image, video, or audio media content.	User-submitted (GPS) location connects local people, business and events through social media.	Reviews give an opinion. Ratings measure how good something is on a scale. Both are obtained by crowdsourcing.	These are services that allow users to save, comment, and share web website links for content discovery, curation and sharing.	Social knowledge sites allow users to ask questions and get information from real people. Podcasts are subscription episodes of audio/video content.
<u>Facebook</u>	<u>WordPress</u>	<u>Twitter</u>	<u>YouTube</u>	<u>Foursquare</u>	<u>Yelp</u>	<u>Reddit</u>	<u>Wikipedia</u>
<u>LinkedIn</u>	<u>Tumblr</u>	<u>Pinterest</u>	<u>Instagram</u>	<u>Google My Business</u>	<u>TripAdvisor</u>	<u>Digg</u>	<u>Quora</u>
<u>WhatsApp</u>	<u>Blogger</u>	<u>Tik Tok</u>	<u>Snapchat</u>	<u>Facebook Places/Instagram Locations</u>	<u>Amazon</u>	<u>Buzzfeed</u>	<u>Podcasts</u>
<u>Messenger</u>	<u>Forums</u>	<u>Clubhouse</u>	<u>Twitch</u>	<u>Snapchat Geofilters</u>	<u>Angi HomeAdvisor</u>		